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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year — *The International Newspaper of Marketing* • *In Two Sections. Section 1.* — *March 31, 1980*

During April:

10,000 free trips from United.

Play United's "Take-off" game on every flight.

Fly the friendly skies of United.

What is expected to be another round of airline promotional warfare was kicked off by United with this Take-off game.

United sets off promotion war

Competitors ready games

NEW YORK—The competitive draft from United Airlines' latest promotion may drag the rest of a reluctant domestic industry into a new merchandising age of sweepstakes, giveaways and other promotional tools borrowed from the local burger shop.

While both American Airlines and Trans World Airlines sought to block United's Take-off game, a sweepstakes that will award at least 10,000 free round trips to passengers and nonpassengers alike, both carriers have created contests of their own for possible use.

Neither line filed proposals with the Civil Aeronautics Board last week, but Florida officials were notified (because of lottery laws) by American that a sweepstakes promotion was to start April 10.

"American does not believe in giveaway programs that don't make economic sense, but we can't allow our market share to erode either," a spokesman for the airline said. American had filed a letter of protest with the Civil Aeronautics Board in which it characterized the United program as discriminatory and the ads as deceptive. But CAB approved United's promotion, although it later asked to see United's spots in what it called a routine check.

An exec at a leading printer of game coupons reported that a number of other airlines had at least explored the possibility of ordering their own scratch-off tick-

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Slump forced United move

ELK GROVE VILLAGE, ILL.—United Airlines, faced with sagging sales, is taking a calculated risk in heating up the promotional battles with its new sweepstakes promotion. At stake is the "friendly skies" image that helped propel it to No. 1 among U.S. airlines.

Frederick Heckel, United vp-advertising, indicated that United's promotional flurry is a short-term move and that the "fly the friendly skies" theme will soon figure more prominently in United's advertising plans.

"We're not going to give up 'the friendly skies' for discounts and promotions," said Mr. Heckel. "United built its image on the phrase, and once the industry calms down, we'll return to it."

Other United officials at its headquarters here emphasize the airline's recent move to long-haul route structures and its entry into the Florida market as a key to its long-range positioning.

They expect the promotion and discount wars will cease by the end of the year.

Some industry observers believe United has created many of its own problems. Its controversial new travel agent compensation plan schedule to start in June.

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These articles were written by associate editors Josh Levine in New York and Richard Kreisman in Chicago.

PM entry heats ultra low-tar fray

By SAM HARPER

NEW YORK—As R. J. Reynolds Tobacco's Now and American Brands' American Tobacco Co.'s Carlton square off for yet another marketing battle in the ultra low-tar segments, Philip Morris U.S.A. is planning to wrest the "lowest" in tar claim from Carlton with Cambridge, a new smoke that has less than 1mg tar. It is being announced this week here, and is expected to be in full distribution in May.

PM could conceivably spend as much as $50,000,000 on the new brand, or about as much as it invested in the 1976 introduction of its highly successful Merit brand. However, with Carlton posting a 50% gain in unit sales last year, PM's investment in the burgeoning segment could well be worth it.

Cambridge will be available in 80mm soft pack, 85mm box and 100mm lengths, with tar levels of

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Bactine advises mothers and others to "Squirt the hurt" in a network tv campaign breaking April 7 on ABC and CBS. Tatham-Laird & Kudner, Chicago, is agency for the Miles Laboratories product.

FTC opens industry dialog

WASHINGTON—As Congress looked for ways to break the deadlock over the future of the Federal Trade Commission, FTC's top staff last week held the first of a series of meetings designed to improve its working relationships with ad industry associations.

American Advertising Federation president Howard Bell and exec vp Jonah Gitlitz were at FTC Wednesday for a "brown bag" luncheon with top staffers representing FTC's bureau of consumer protection. Mr. Bell would confirm only that the agenda included a frank discussion of the steps FTC could take to avoid the polarized relationship that has contributed to the current confrontations between business and the commission.

• Meanwhile, the congressional leadership mobilized to keep the FTC deadlock from escalating to a crisis that could have forced commission employes to go without pay.

They rammed through in a single day an emergency transfer of $9,800,000 to keep FTC in operating funds through the end of April, despite a bid by House conservatives to scuttle the bill.

Rep. Silvio O. Conte (R., Mass.), ranking Republican on the House appropriations committee and a supporter of the funding plan, warned House members they were voting to "kill the FTC" or keep it "alive." The measure cleared 216 to 201. President Carter signed it, warning he would veto any bill that "crippled" FTC.

That same day, negotiators from the Senate and House had their first public working session to reconcile conflicting versions of vital legislation that extends FTC's life. They quickly agreed to a series of important, but noncontroversial, changes in FTC operating procedures, but quit for the day without taking up the tough issues that lie behind the deadlock: The one-house veto strongly supported by House members but opposed by the Senate and the Senate's demand that FTC be barred from writing rules against "unfair" advertising.

Placing limits on FTC's ability to attack ads that are "unfair" rather than false or deceptive has become a top priority for ad industry groups.

The FTC meetings with ad groups have been organized by Albert Kramer, chief of the bureau of consumer protection, with AAF as the first invited guest. The Assn. of National Advertisers and American Assn. of Advertising Agencies have been invited to separate meetings in April.

Mr. Bell said the ground rules prevent him from reporting what went on, but that much of the conversation concerned what FTC could do to prevent unnecessary confrontation situations. A "lot of constructive ideas" were discussed, Mr. Bell said, and the meeting "was very helpful."

He also said he believes the commission is making an attempt to improve its communications with the industry, indicating a trend toward being more cooperative in

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CONGRESSIONAL INFO SERVICE
710 1 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

NH&S gets Polaroid creative assignments

CAMBRIDGE, MASS.—Polaroid Corp. has awarded a creative assignment to Needham, Harper & Steers, Chicago, after speaking to a number of agencies. Assignment involves its Sonar instant cameras and "supplemental creative" to the Jim Garner/Mariette Hartley spots for the One-Step instant camera by DDB. Polaroid vp-advertising Theordore N. Voss stressed that NH&S was picked because of "the talents of Keith Reinhard," exec vp-creative services director. The company also expects to name an agency for its medical cameras and film; several shops have been contacted.

Rasor named to handle Jeep for Compton

NEW YORK—Richard Rasor, who resigned as exec vp-general manager of J. Walter Thompson's Detroit office in October, 1978, has been named exec vp, Compton Advertising, responsible for Jeep and other business. To staff Jeep, Compton also added William Williams as vp-account supervisor from a similar post at JWT on Ford cars and trucks, and Lyle Greenfield as associate creative director, from William Esty.

Schlitz moving Tribute Light into test

MILWAUKEE—Jos. Schlitz Brewing Co. next week will begin test marketing a new light brew, Tribute Light, in Providence, Beaumont, Tex., Raleigh, and Tucson, Ariz. "Pay yourself a Tribute" is the theme of a heavy broadcast and print campaign running April 8 through June 29. B&B, New York, handles.

GF narrows fifth agency search to Bates, FCB

WHITE PLAINS, N.Y.—General Foods reportedly has narrowed the list of contenders for its fifth major agency to Ted Bates & Co. and Foote, Cone & Belding. The new shop will start with an estimated $10,000,000 in billings.

(Continued on Page 8)

Eller to head Charter unit

By BERNICE KANNER

NEW YORK—After years of rumblings that Charter Co. would unload its economically lackluster publishing subsidiary, the Jacksonville, Fla., conglomerate took a surprising step last week. It struck a partnership deal with communications dynamo Karl Eller to form a new company with the avowed aim of becoming a broad-based media giant.

The 52-year-old Mr. Eller, a well-respected, energized and capitalized maverick, will be chairman-chief exec of Charter Media Co., which comes into being April 1.

This new and for-now quasi-private company, headquartered in Phoenix, will include such Charter magazines as *Ladies' Home Journal* and *Redbook*, its subscription fulfillment Data Services and its six radio stations, as well as KIOI (fm), a San Francisco station recently purchased by Mr. Eller for about $12,000,000.

The Federal Communications Commission must approve the transfer of broadcast properties; once approved, these will be phased into Charter Media. Charter's stations include WOKY and WMIL (fm) in Milwaukee; WMJX (fm), Miami; KCBQ, San Diego; KSLQ (fm), St. Louis, and WDRQ (fm), Detroit.

▪ Mr. Eller, who orchestrated the sale of his Combined Communications Corp. to Gannett Co. for $360,000,000-plus last June, will own 50% of the outstanding stock of the new company. Charter will hold the other 50% along with preferred stock, some of which would be convertible.

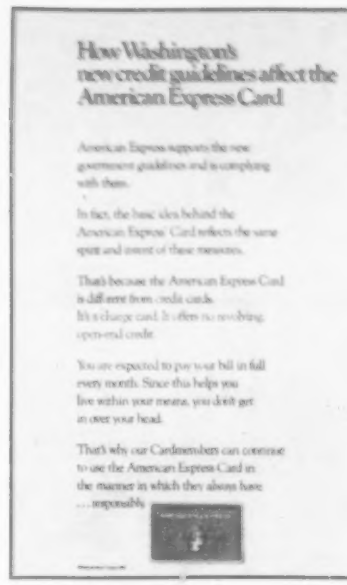
Charter's Dayton Press, an unprofitable printing plant, and its profitable Direct Marketing operation remain part of the energy and insurance syndicate, not Charter Media.

Fred C. Danneman continues as president of Chartcom, the communications subsidiary of Charter and the parent of Charter Publishing, and Thomas Kenney stays as exec vp of the publishing unit.

Mr. Kenney was promoted from senior vp-general manager earlier this month following the resignation of president Peter Bonanni over "differences in priorities in terms of achieving company growth" (AA, March 17). Additional appointments within CMC are expected in April.

Although *Sport* is counted in

(Continued on Page 74)


How Washington's new credit guidelines affect the American Express Card.

American Express supports the new government guidelines and is complying with them.

In fact, the basic idea behind the American Express Card reflects the same spirit and intent of these measures.

That's because the American Express Card is different from credit cards. It's a charge card. It offers no revolving, open-end credit.

You are expected to pay your bill in full every month. Since this helps you live within your means, you don't get in over your head.

That's why our Cardmembers can continue to use the American Express Card in the manner in which they always have ... responsibly.

Taking credit

American Express is running newspaper ads in 21 markets to voice support for recent government moves to curb credit growth—moves which don't affect the American Express Card at all, the company says, since its card extends no revolving credit privileges. The agency is Ogilvy & Mather.

Group W pullout threat stuns Ted Turner

By MAURINE CHRISTOPHER

NEW YORK—"Bad news travels fast," said Ted Turner when asked if he were in a financial bind on his new Cable News Network now that Group W has threatened to pull out of the deal. That arrangement would have brought him $20,000,000 to help finance his 24-hour-a-day program service.

"Not at the moment," he said, though obviously he feels like a besieged fighter surrounded by enemies "who hope we don't succeed, but the Flag is still flying in Atlanta." (He spoke of Francis Scott Key watching the battle in Baltimore and writing the "Star Spangled Banner.")

Mr. Turner's latest headache stems from Group W's warning that the deal to buy WRET-TV, Charlotte, will not be completed if there is not a "valid and regular license" by September. Early in March the Federal Communications Commission put the station on a short-term license of 18 months and ordered continued monitoring of its compliance with minority-hiring regulations.

Still, Mr. Turner was optimistic that the roadblock to the sale—which hit hard just as he was breathing more easily after forcing RCA Americom to put CNN on Satcom I—could be cleared away in time for a June 1 CNN kickoff as planned.

Mr. Turner's lawyers have told him that the FCC has already approved the transfer document shifting WRET-TV to Group W and he believes his "minor problems" with the license would not carry over to the new owners. The transfer order had not been published as of presstime and Turner execs hadn't seen it yet.

However, if there still are problems with the license that would affect Group W, Mr. Turner said he would go back to the FCC "and ask them to give us a hand." An FCC attorney told ADVERTISING AGE that reconsiderations of short-term renewals are possible, but tough to pull off.

In any event, Mr. Turner said there are other alternatives for money if the Westinghouse sale falls through. Another large broadcast group that lost out to Group W in the bidding for WRET-TV when he put the station on the market has already called in to say it wants to buy it if Group W doesn't.

In addition, Mr. Turner noted that "a lot of people have approached me to invest with us." Besides WRET-TV and CNN, his various properties include WTBS, Atlanta, the baseball Braves and part of the basketball Hawks. #

Brown brings show biz style to Wisconsin primary

By JACQUES NEHER

CHICAGO—With both President Carter and newly invigorated Sen. Edward Kennedy opting to lay off Wisconsin and instead make Pennsylvania their next major battleground on April 22, California Gov. Edmund Brown Jr. has "gone Hollywood" in a major Wisconsin effort for the Democratic presidential nomination that most view as his last stand.

Gov. Brown, tapping one of the best-known resources of his own state, enlisted Oscar-nominee Francis Ford Coppola and his brother August to produce four tv spots, most of which have run for the past two weeks in Wisconsin markets. By the April 1 primary election, the Brown campaign will have spent about $150,000 for broadcast media.

In contrast, the Carter and Kennedy camps planned only four-day media campaigns and were expected to spend less than $45,000 each in the state.

The Brown spots, while receiving reviews ranging from "strange" to "quite interesting," presented a sharp departure from the relatively straight issues and image political advertising offered so far this year by the other presidential candidates.

▪ One spot, dealing with inflation, shows a dollar bill being squeezed through a pair of washing machine rollers, with the resulting bill only a tiny version of the original. Another commercial, which promotes the reindustrialization of the country, features a slowly turning wedge of apple pie. As it turns, shots of an imported car, wristwatch, shoe and television are flashed in almost subliminal fashion. When the wedge's back crust faces the camera, it reveals a sticker: "Not made in the U.S.A."

Straightforward in contrast, a

(Continued on Page 74)

highlights

Monday, March 31, 1980

A proposed April 1 mass transit strike has New York agencies scrambling for alternate ways of getting their employes to work. *See Page 4.*

U.S. Pioneer Electronics will take its videodisc player into four test cities in June and go national next year. *See Page 6.*

Mexico has joined the list of foreign countries starting to mine the market for gold coins with heavy advertising support. *See Page 6.*

All American Burger heads national with its hamburger outlets and adds a bit of spice to its fast-food markets by picking up a Mississippi-based Mexican restaurant chain. *See Page 10.*

With media advisers on call, FTC lawyers try their hand at media strategizing in bargaining with advertisers for experimental ad campaigns. See *Page 36.*

True Temper Corp. is ready to profit in a troubled economic period. *See Page 37.*

Ron Burkhardt follows the rise and fall of the creative mind in the 1960s and '70s and asks if the creative mind will return in the 1980s. *See Page 45.*

William D. Tyler takes a look at the consumer movement and its move on presweets, and presents his 10 ads for March. *See Page 45.*

Dick Wasserman answers a query about the validity of average ad salaries. *See Page 48.*

A billion-dollar-a-year market has sprung up around the relatively new technology of bilingual broadcasting in Japan. *See Page 54.*

With respect to the assignment of governmental ad business, patronage is out in Quebec province. The system that's replaced it is orderly and apparently well-received by local shops. *See Page 55.*

London correspondent Michael Thompson-Noel observes that Prince Charles is one of the few things the U.K. research industry has going for it. *See Page 58.*

Academic American Encyclopedia is the name of a new 21-volume encyclopedia set that will be tested in six midwestern markets next fall by Arete Inc., Princeton, N.J. *See Page 59.*

Heublein Inc. adds new products to keep up with rapidly changing American demographics in the '80s. *See Page 62.*

Three advertisers—Bristol-Myers, AT&T and Seiko Time Corp.—join a project to caption tv spots for hearing impaired viewers. *See Page 64.*

More than a dozen toy marketers are set with advertising and promotion plans aimed at broadening sales beyond the yule season. *See Page 71.*

Guild Wineries & Distilleries launches a campaign to boost its Cresta Blanca wine to the leading position it held in the 1950s. *See Page 75.*

One car dealer thinks Fram Corp.'s latest ads for auto filters aren't what Mr. Goodwrench would have wanted. *See Page 75.*

Southwest Airlines, the Dallas-based airline that introduced "love" to air travelers, has come up with its own plan of compensating travel agents for selling its tickets. *See Page 76.*

The "Today Show" gets a new weatherman as ratings battle intensifies. *See Page 78.*

With two units in Munich, Wendy's struggles for prime spots in the U.K. *See Page 78.*

Section 2

Washington and Baltimore, cities only a few miles apart but vastly different, are explored in Section 2. Included are articles on the cities' rebirth that also is ushering in new images for both. There's a review of the agency, media, broadcast and life style scene in Washington and Baltimore. The section begins opposite Page 40.

REGULAR FEATURES

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FTC mulls food ad rule exemptions

WASHINGTON—The Federal Trade Commission has been asked by its top consumer protection official to consider exempting advertisers from portions of a major new food ad rule if they agree to run consumer education messages.

FTC consumer protection bureau director Al Kramer included the suggestion in the final staff recommendation to the commission urging it to enact the food ad rule.

▪ Known as Phase I of FTC's food program, the proposals concentrate on energy and weight-control claims, fat and cholesterol claims, and foods that are billed as "natural, organic or health foods."

Phase I is all that's left of what started out in 1974 as an ambitious plan to rationalize marketplace confusion over food claims. Phase II, which would have set standards for foods claiming to be "nutritious" and Phase III, which was aimed at getting more nutrition information into ads, are about to be terminated (AA, March 3) by an FTC that is under pressure to find remedies that rely less on direct government regulation.

(Continued on Page 74)

Higher prices driving consumers from liquor

By JOHN C. MAXWELL JR.

It would appear that the liquor industry saw little growth in consumption for 1979.

In fact, with inventory reductions after the big buildup in 1978 in anticipation of price increases, as well as the drawdown due to high interest rates, we feel that industry sales actually were down by a couple of percentage points.

▪ Part of the problem relating to consumption, along with the current economic stagflation, is the fact that the industry has raised prices substantially over the last two or three years—about 20% or so over this period. This appears to be bringing about resistance by consumers, who may be switching to products such as domestic wine for gift-giving.

As far as sales volume of individual brands is concerned, there was some movement, particularly in the second tier of the top ten. Heublein's Popov moved substantially from the No. 13 position in 1978 to the No. 7 position in 1979 with a gain of 24%, the biggest percentage jump in the industry.

Smirnoff and Bacardi are neck and neck in the No. 1 position, and Bacardi again grew the most, using absolute volume rather than percentages.

Some of the other big gainers within the industry included Seagram's gin, which went from 15th position to 12th, and Brown-Forman's Jack Daniel's, which moved from 19th to 16th.

▪ In the company area, Seagram's enormous advertising budget, the largest in the industry, did not prevent the company's major brands from receding in volume, with the exception of Seagram's gin. Brown goods, particularly blends, have been going down for years; and advertising and promotion will not turn the tide. We believe this points up the old saying, "You can't push against a string."

It is interesting to note that some premium products such as Seagram's Chivas Regal and Liggett Group's Wild Turkey showed no growth in 1979. We believe this is reflective to a degree of the argument that a slowdown in the eating-out market would have adverse ramifications for consumption of premium products.

As we pointed out previously, about 30% of the liquor industry's volume is consumed outside the home. Further, premium products are used preponderantly when the buyer is on an expense account or trying to impress somebody. We feel that as long as the eating-out market's downtrend continues, this certainly will have an adverse impact on growth of premium labels.

Heublein's products were up pretty much across the board, and it continues to be one of the more successful houses in the industry.

Over-all, the industry was a mixed bag in 1979. Brown goods, led by domestic whisky, continued to decline with the exception of such premiums as Jack Daniel's. The same sort of scenario applies to the scotches, with premiums such as Johnnie Walker continuing to move ahead while medium price scotches were off by several percentage points. Canadians were also down slightly, with imported gin about the only major category to show gains.

As in the past, the specialty areas such as cordials, liqueurs, brandies, etc., showed good gains. One of the real success stories has been Schenley's Cocktails for Two. Our tables show that this product, introduced about 28 months ago, hit 900,000 cases in 1979. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research.

The liquor industry
Domestic volume comparisons*

Rank 1977	Rank 1978	Brand	Company	Sales Volume* 1978 (000 omitted)	1979(E) (000 omitted)	Change
1	1	Smirnoff	Heublein	6,210	6,300	+ 1.4%
2	2	Bacardi	Bacardi	5,601	6,281	+12.1
3	3	7 Crown	Seagram	5,580	5,350	– 4.1
4	4	Canadian Club	Walker (GWL)	3,855	3,800	– 1.4
5	5	Jim Beam	James Beam (AB)	3,350	3,400	+ 1.5
6	6	V.O.	Seagram	3,100	3,080	– 0.6
13	7	Popov	Heublein	2,250	2,790	+24.0
7	8	Windsor Supreme	National	2,730	2,785	+ 2.0
8	9	J&B Rare	Paddington (LG)	2,700	2,750	+ 1.9
10	10	Gordon's Gin	Gordon/Renfield	2,500	2,560	+ 2.4
9	11	Cutty Sark	Buckingham	2,550	2,470	– 3.1
15	12	Seagram's Gin	Seagram	2,115	2,400	+13.5
11	13	Dewar's	Schenley (RA)	2,300	2,350	+ 2.2
14	14	Canadian Mist	Brown-Forman	2,174	2,305	+ 6.0
12	15	Gilbey's Gin	National	2,255	2,145	– 4.9
19	16	Jack Daniel's	Brown-Forman	1,716	1,982	+15.5
16	17	Johnnie Walker Red	Somerset (NS)	1,850	1,900	+ 2.7
17	18	Ancient Age	Schenley (RA)	1,800	1,725	– 4.2
20	19	Gordon's Vodka	Gordon/Renfield	1,610	1,650	+ 2.5
18	20	Early Times	Brown-Forman	1,718	1,628	– 5.2
22	21	Black Velvet	Heublein	1,530	1,555	+ 1.6
23	22	Gilbey's Vodka	National	1,490	1,535	+ 3.0
25	23	Ten High	Walker (GWL)	1,465	1,525	+ 4.1
24	23	Christian Brothers	Fromm & Sichel	1,475	1,525	+ 3.4
26	24	Beefeater	Kobrand	1,445	1,500	+ 3.8
21	25	Kessler	Calvert (S)	1,555	1,475	–5.1
29	26	Kahlua	Walker (GWL)	1,200	1,350	+12.5
27	27	Fleischmann's Gin	Fleischmann (SB)	1,340	1,340	——
29	28	Kamchatka	National	1,200	1,320	+10.0
28	28	Calvert Extra	Calvert (S)	1,330	1,225	– 7.9
29	30	Imperial	Walker (GWL)	1,200	1,150	– 4.2
32	31	Southern Comfort	Brown-Forman	1,013	1,100	+ 8.6
31	32	Old Grand-Dad	National	1,050	1,080	+ 2.9
—	33	Old Crow	National	970	1,020	+ 5.2
30	34	Wolfschmidt	Seagram	1,060	1,015	– 4.2

*Of brands selling more than 1,000,000 three-gallon cases

(S) Seagram
(GWL) Gooderham & Worts Ltd.
(LG) Liggett Group
(NS) Norton Simon
(SB) Standard Brands
(AB) American Brands
(RA) Rapid-American
(E) Estimated

More advertisers hear call for captioned spots

FALLS CHURCH, VA.—Tv Advertisers are beginning to follow the lead of ABC and NBC and include on-screen captions for hearing-impaired viewers.

The list of advertisers in the captioning project grew by three last week with the announcement that Bristol-Myers, AT&T and Seiko Time Corp. will begin captioning some or all of their tv spots in April. Sears, Roebuck & Co. was already signed up for the project.

Sears, AT&T and B-M are among the nation's biggest users of tv advertising. Announcements of more advertiser signups are expected, according to the National Captioning Institute, the nonprofit organization that already captions a minimum of five hours per week of prime time programing on ABC and NBC, plus public tv programs.

Separately, the institute said IBM is the first corporate tv sponsor to pay to have a "special" captioned. The show is "IBM Presents Baryshnikov on Broadway" (to appear April 24 on ABC). But the institute said IBM had not ordered captions for its spots that will appear in the show.

The on-screen captions can only be seen on tv sets equipped with special decoding devices. Sears, the only supplier of the decoders, began delivering units earlier this month. Initial sales figures aren't expected to be available until mid-April. About 14,000,000 Americans are hearing-impaired, according to the institute.

The institute charges $165 per spot for captioning services. Captions normally carry no more than 145 words per minute of air time. Ad copy is edited to fit by the institute staff, subject to approval by the advertiser and agency.

B-M and Seiko will caption all their tv commercials, an institute official said. AT&T will caption its "informational" commercials. #

Lamborghini tries KIF

KIF, a women's fragrance by Parfums Lamborghini, New York, will be launched in the U.S. this May. Price points range from $30 to $240. Agency is Waterman & Trainello, New York.

JWT gets Swedish shop

J. Walter Thompson Co. AB, the giant agency's Swedish company, has acquired Stein Schjaerven AB, a 5-year-old agency in Stockholm that bills about $1,000,000, and will merge it into JWT's Stockholm office this spring. JWT's Hakan Verner-Carlsson will be chairman and Matts Bjerne of Stein Schjaervon, general manager.

Marketing shop to open

William D. Hull, formerly vp-research director, and Theresa Gacek, formerly vp-associate research director, at J. Walter Thompson Co., Chicago, will open Strategic Marketing Inc. on April 1. Specializing in custom consumer research, the new company will be at 208 W. Willow, Chicago, 60614.

It's Here!
The Headliner Display Frame
Want to spotlight an ad report? Call attention to that new menu? Announce that seasonal promotion? Display printed materials for trade shows or conference rooms? Now you can, easily, with The Headliner.™
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